

Replacement Sheet

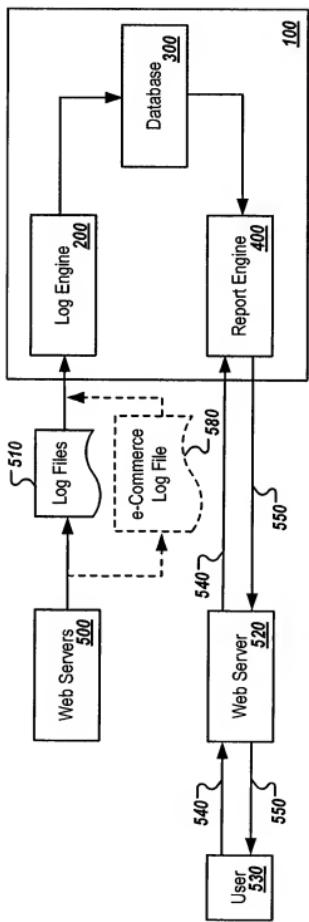


FIG. 1

Replacement Sheet

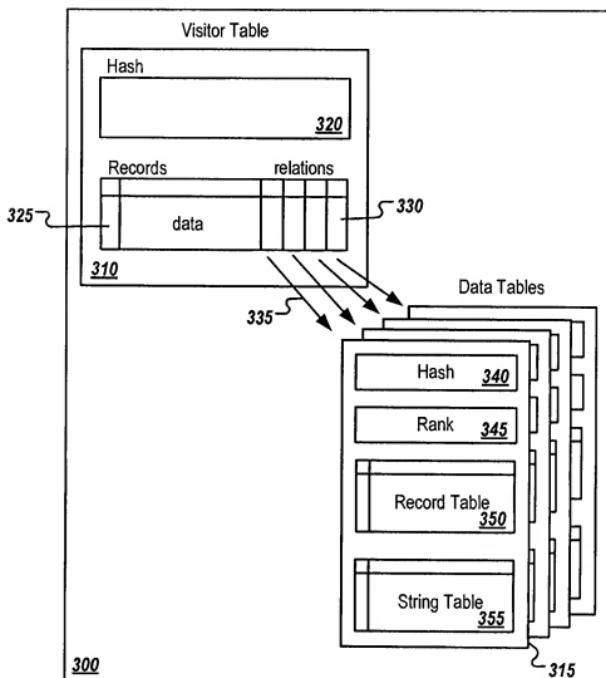


FIG. 2

Replacement Sheet

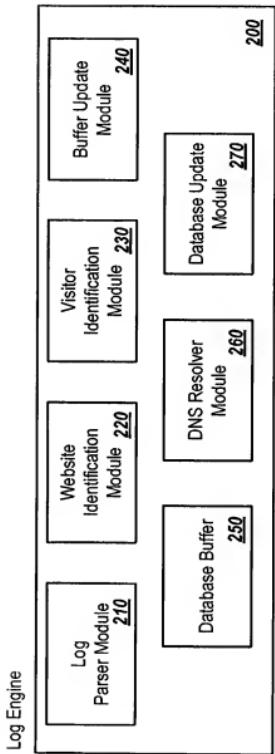
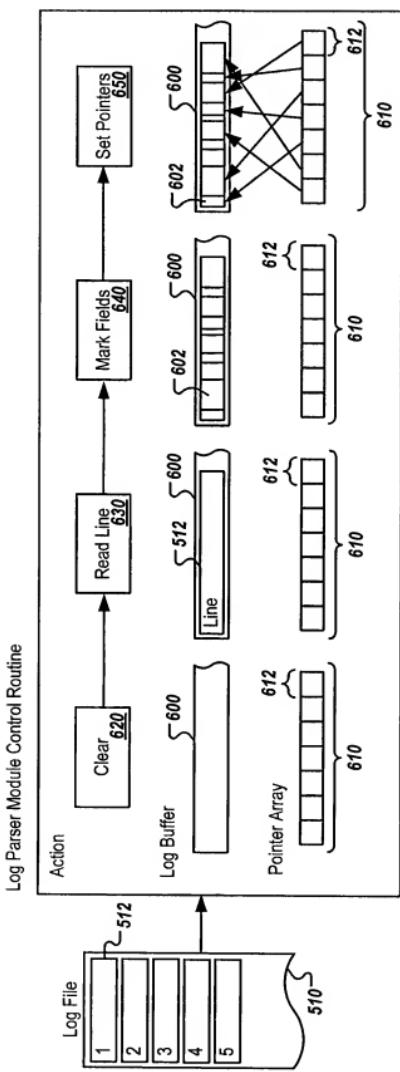


FIG. 3

Replacement Sheet



Replacement Sheet

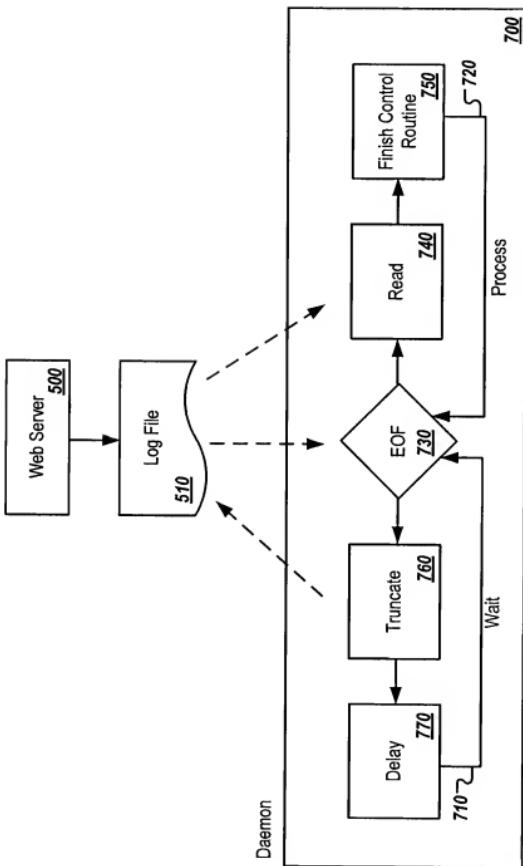


FIG. 5

Replacement Sheet

1

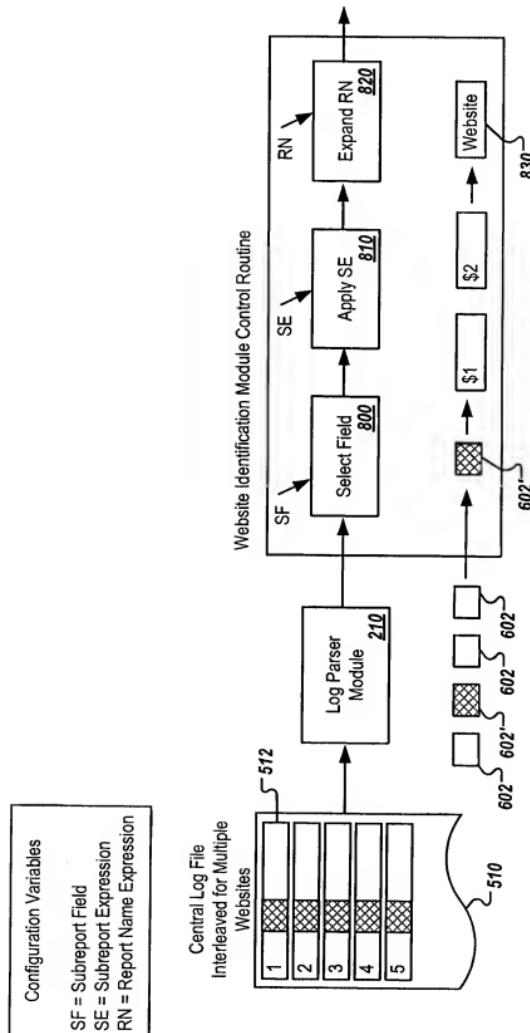


FIG. 6

+

Replacement Sheet

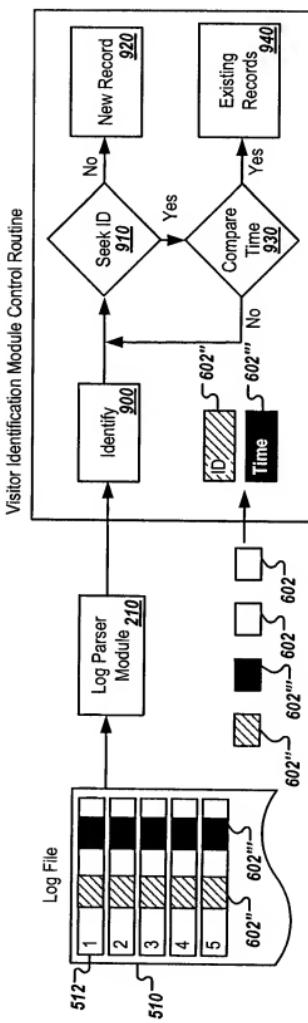


FIG. 7

Replacement Sheet

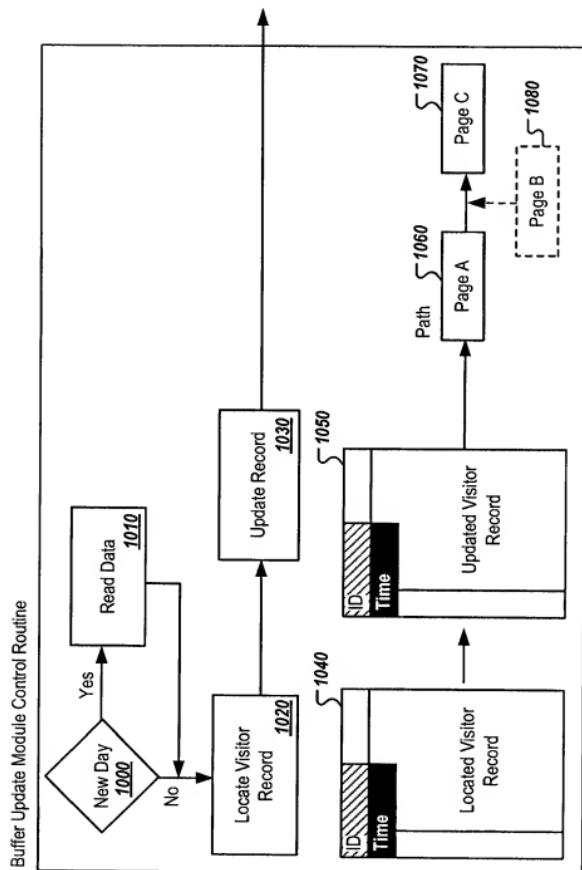


FIG. 8

Replacement Sheet

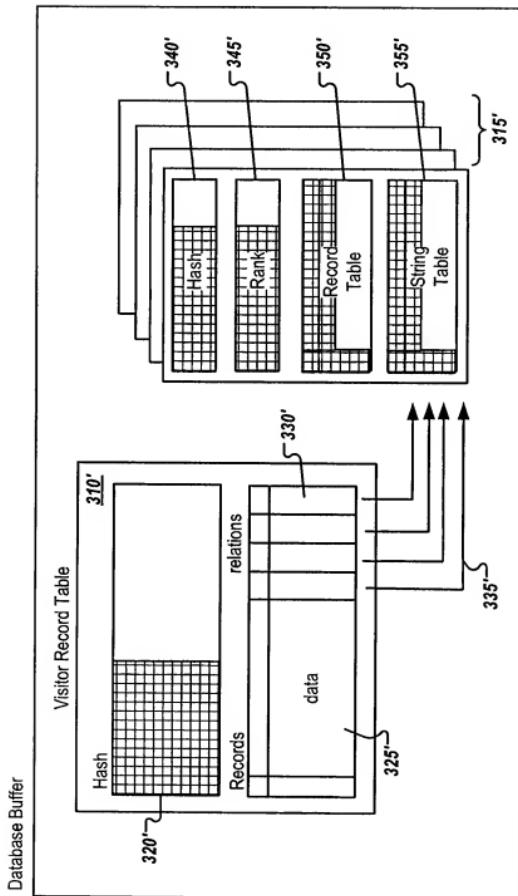


FIG. 9

Replacement Sheet

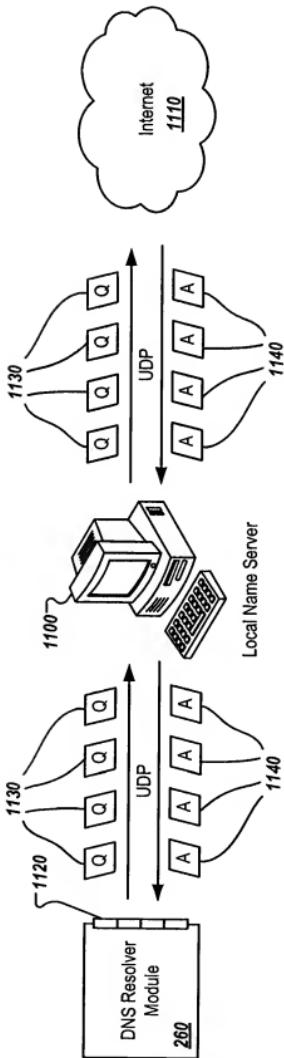


FIG. 10

+

Replacement Sheet

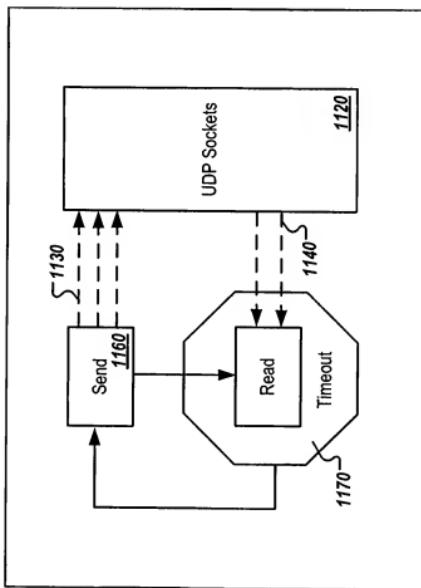


FIG. 11

Replacement Sheet

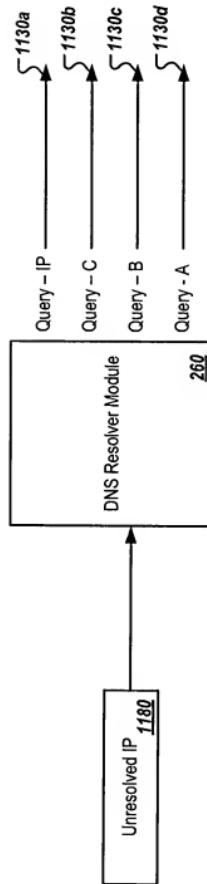


FIG. 12

Replacement Sheet

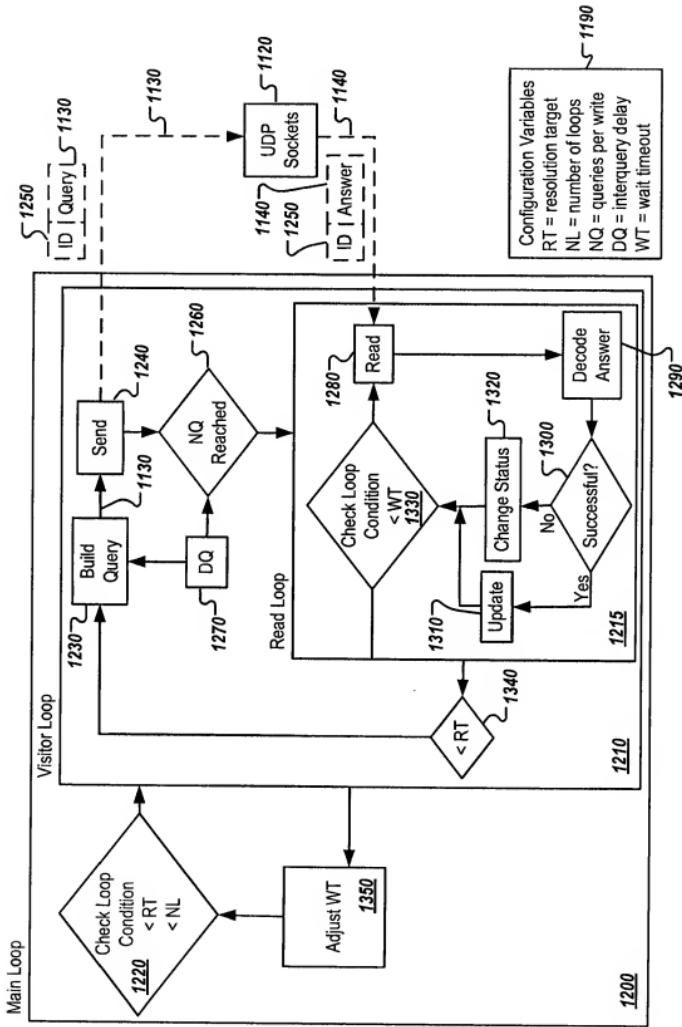


FIG. 13

Replacement Sheet

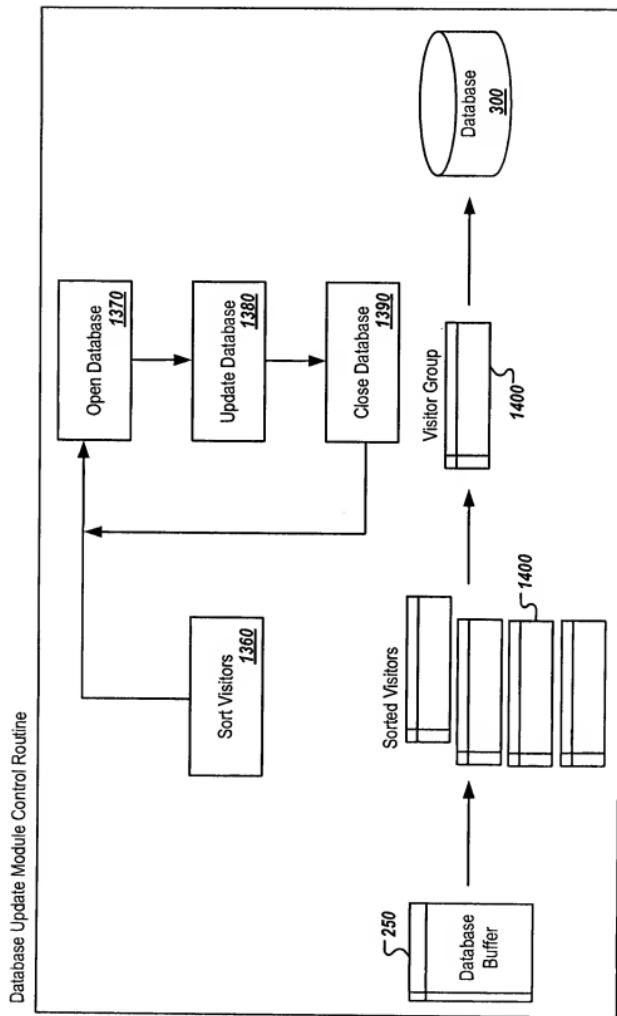


FIG. 14

Replacement Sheet

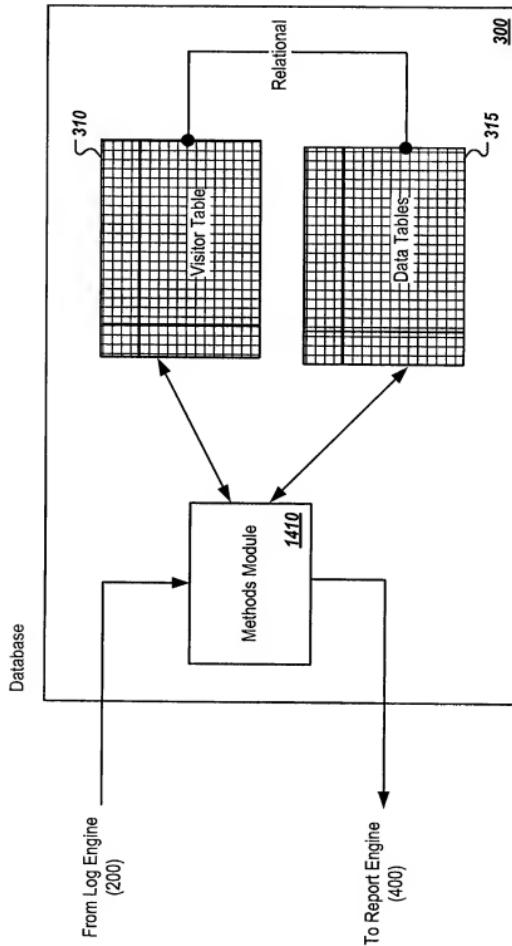


FIG. 15

Replacement Sheet

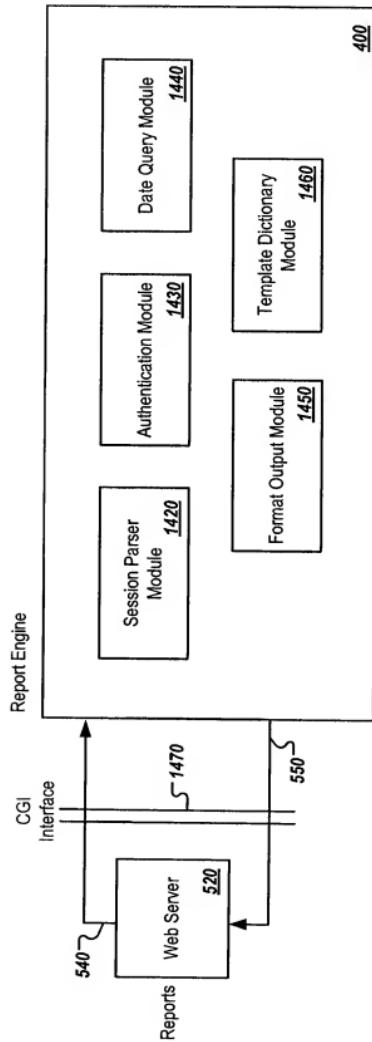


FIG. 16

Replacement Sheet

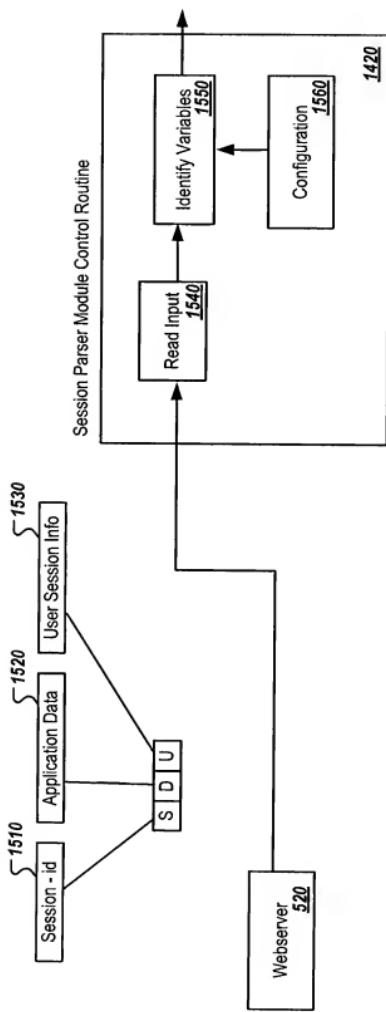


FIG. 17

Replacement Sheet

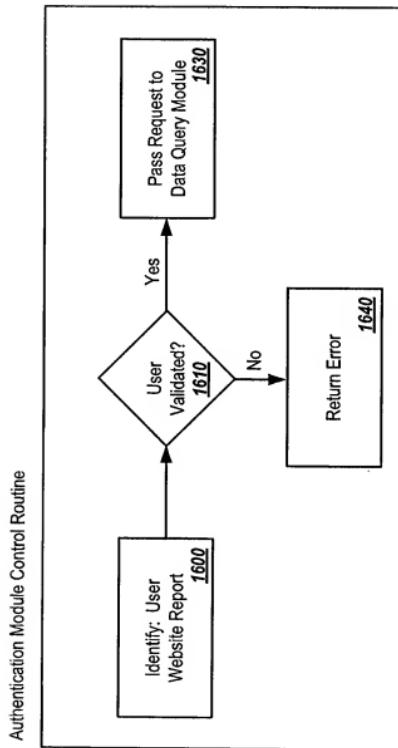


FIG. 18

Replacement Sheet

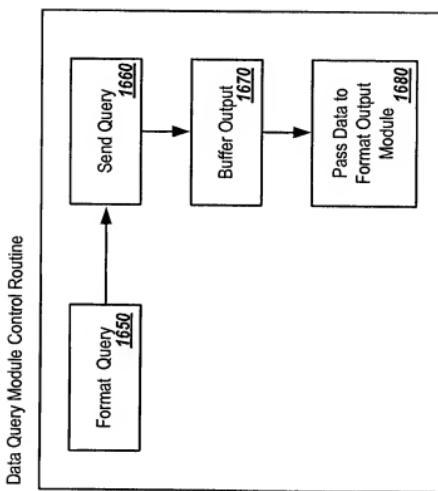


FIG. 19

Replacement Sheet

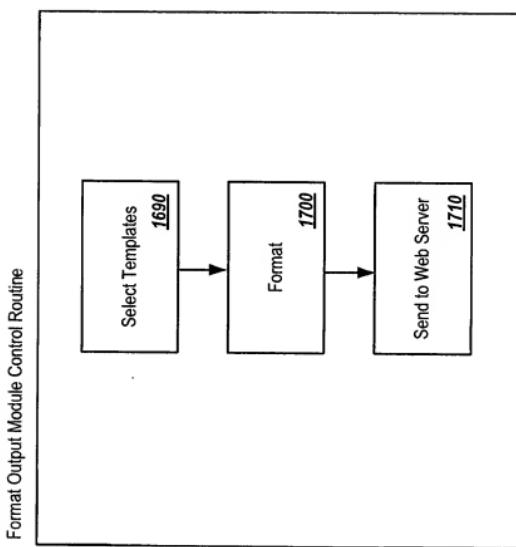


FIG. 20

Replacement Sheet

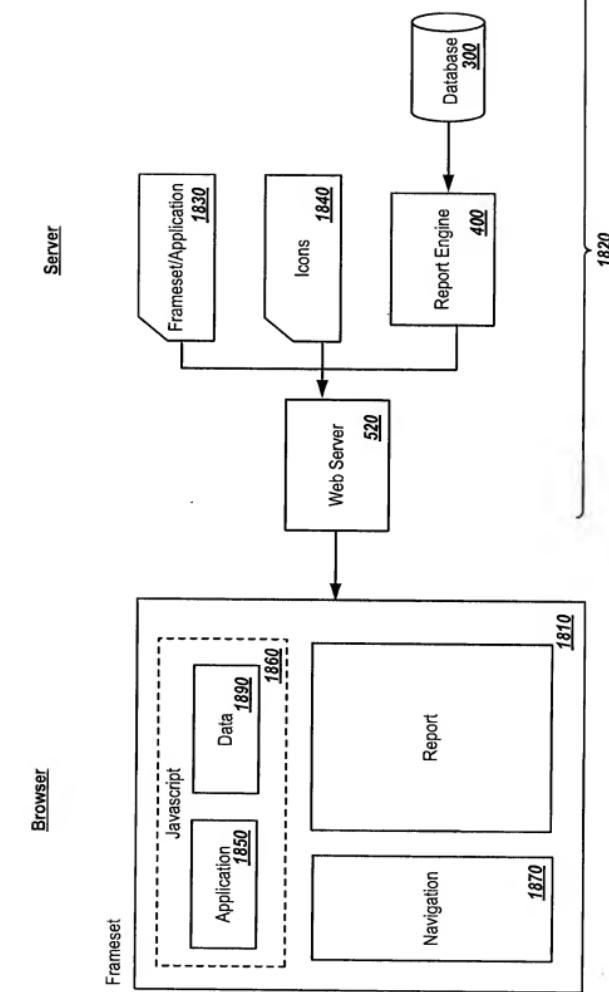


FIG. 21

Replacement Sheet

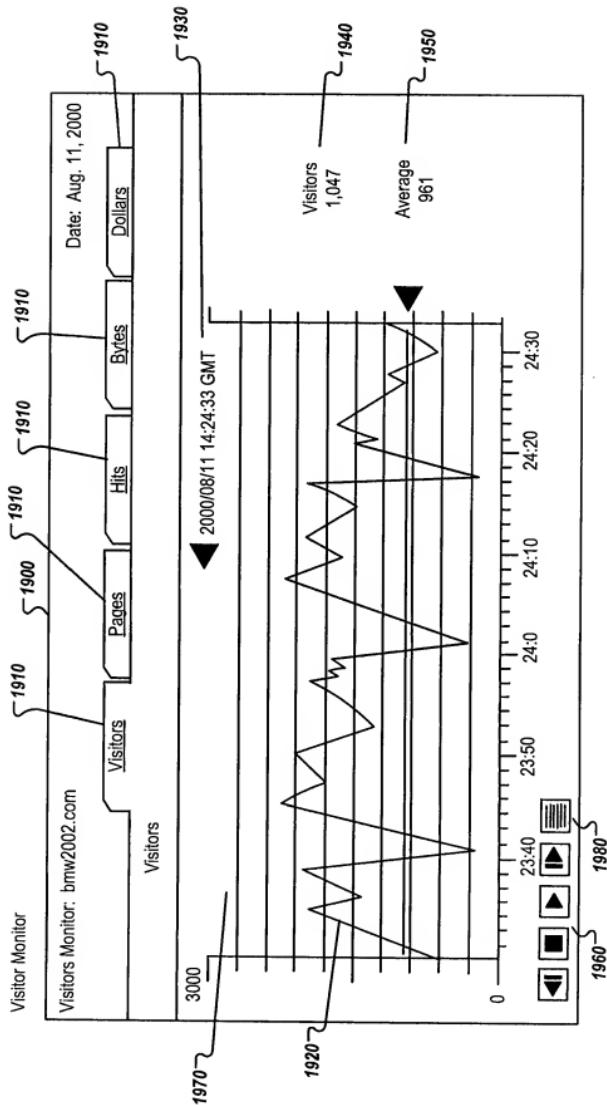


FIG. 22

Replacement Sheet

Temporal Visitor Drill Down		Date & Time:	
Temporal Visitor Drill Down		Temporal Visitor Drill Down	
IP Address		Hits	Pageviews
1. 192.168.10.10	2020	4,802	2040
2. 192.168.10.11	2,201	2,084	2030
3. 223.234.298.95	235	1	23.23 MB
4. 192.199.344.384.323	9	983	5 K
5. 295.342.983.5	2	2	2.20 M
			2060
			45 K
			308 sec
			32 sec
			190 sec
			7 sec
			32 sec
			212 sec
			43.23MB
			6,107
			6,802
			2000

FIG. 23

Replacement Sheet

Visitor Footprint: bmw2002.com		Entrance Time: 21:00
IP Address	132.129.18.9	Exit Time: 21:20
User Name	jimbob	
Pageviews	200	
Hits	235,797	
Bytes	925.9	
Length of Visit	263 sec	
Visitor Footprint		
	N	21:00
	Windows 2000	21:00
	Platform Browser	21:00
	Windows 2000	21:00
	Netscape 4.7	21:00
Domain		
Referral	aol.com/dsearch.adp	aol.com
Keyword	Casting	uk (United Kingdom)
Search Engine	google.com	
Referral		
Referral	aol.com/dsearch.adp	Domain
Keyword	Casting	Country
Search Engine	google.com	
Visitor Path		
1. index.html (Entrance)	6. help/reallycoolshoes.html	
2. products/index.html	7. about/reallycoolshoes.html	
3. products/coolshoes.html	8. help/reallycoolshoes.html	
4. products/verycoolshoes.html	9. contact/helpform.html	
5. products/reallycoolshoes.html	10. contact/helpform.html (Exit)	
		E-Commerce
Total Dollars	\$200	Region
Time of Purchase	May 12, 1999 12:14:22	Invoice ID
		13344
Streaming		
Clip	Media Player (Type)	Time (Seconds, Failed)
	Real Media Player 4.0 (rm)	300 sec (5.2)
	Media Player 4.0 (asf)	200 sec (9.3)
1. thankyou.m		Bytes Sent (Total)
2. welcome.asp		2 MB (20 MB)
		2.5 MB (3 MB)

FIG. 24

Replacement Sheet

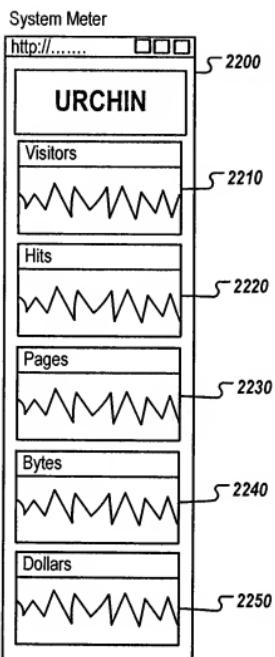


FIG. 25

Replacement Sheet

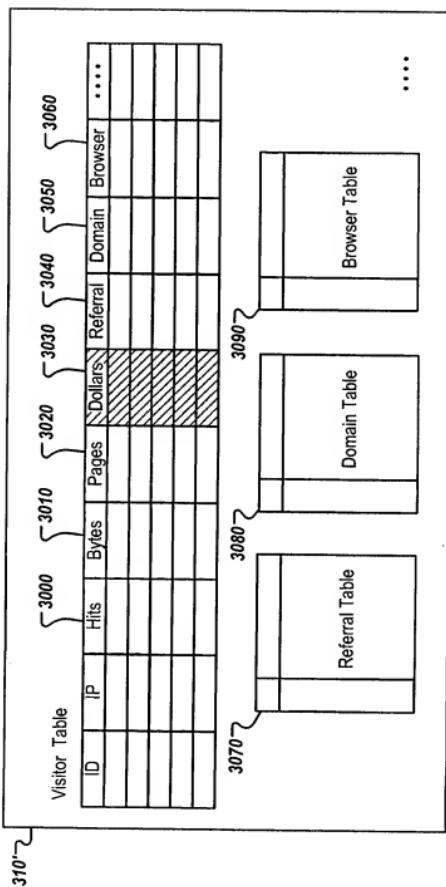


FIG. 26

Replacement Sheet

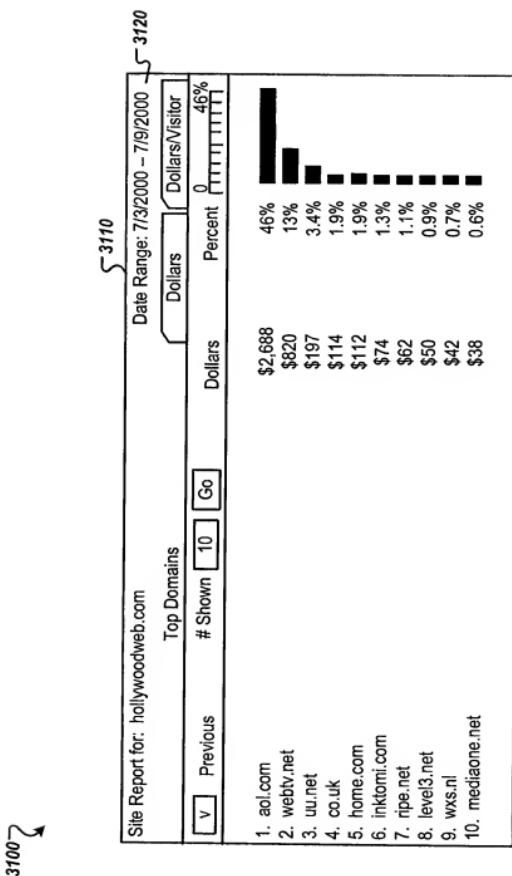


FIG. 27

+

Replacement Sheet

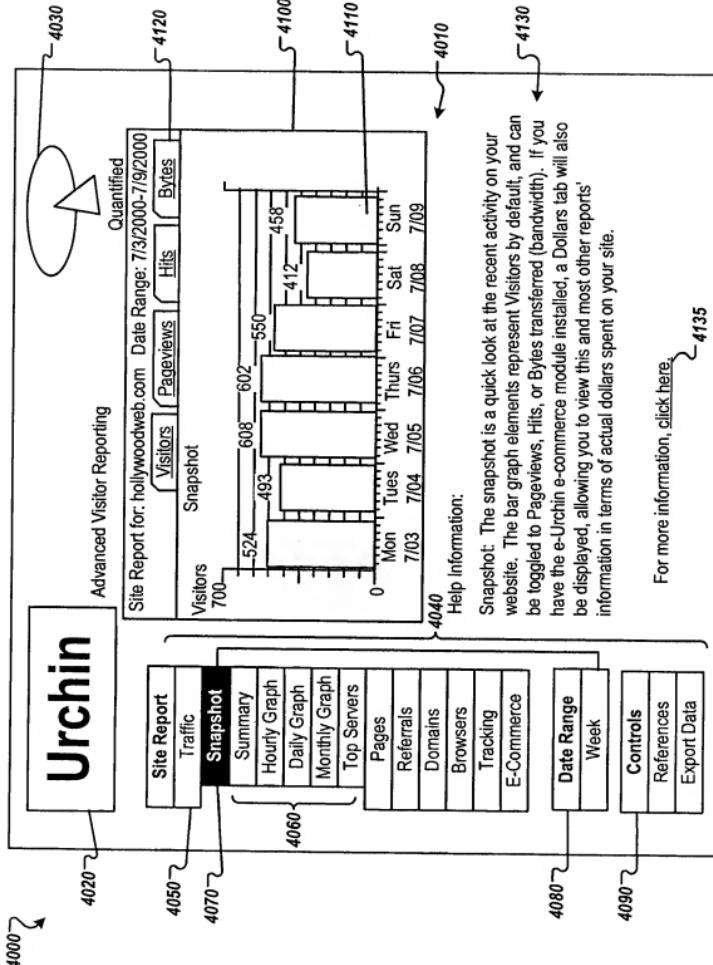


FIG. 28

Urchin

4000

4

Replacement Sheet

FIG. 29

+

Replacement Sheet

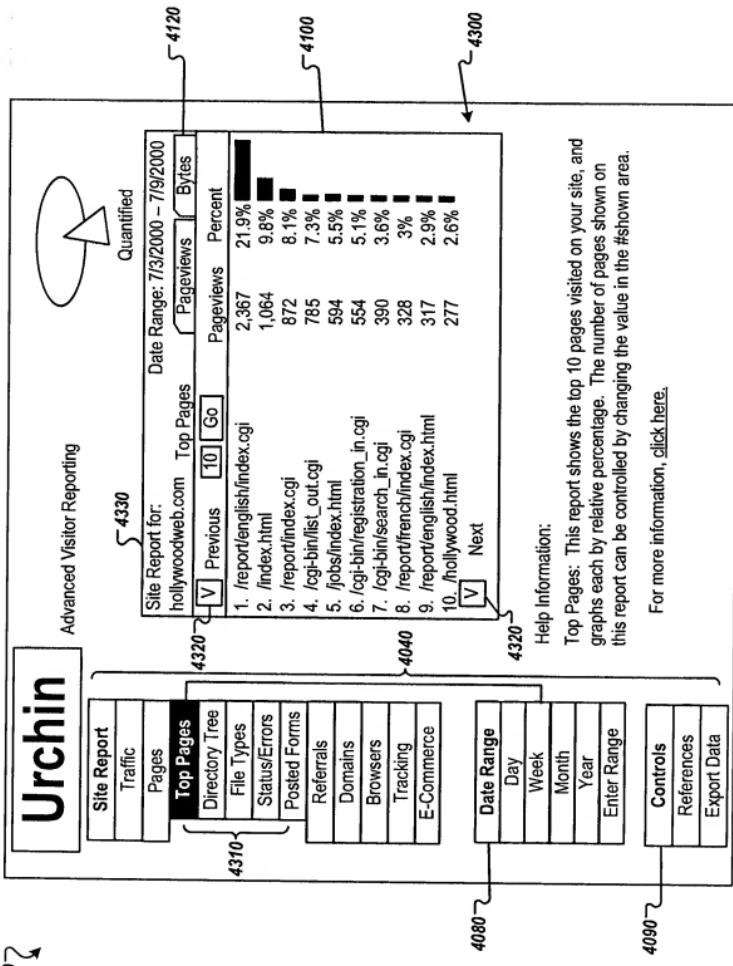


FIG. 30

Replacement Sheet

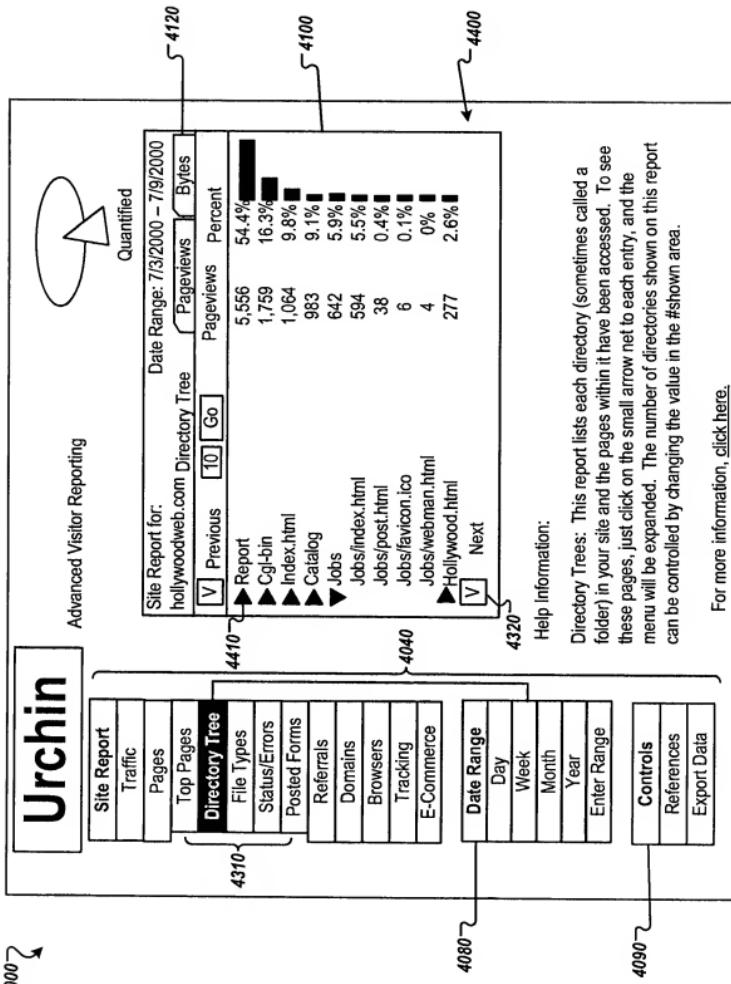


FIG. 31

For more information, [click here](#).

Directory Trees: This report lists each directory (sometimes called a folder) in your site and the pages within it have been accessed. To see these pages, just click on the small arrow next to each entry, and the menu will be expanded. The number of directories shown on this report can be controlled by changing the value in the #shown area.

Replacement Sheet

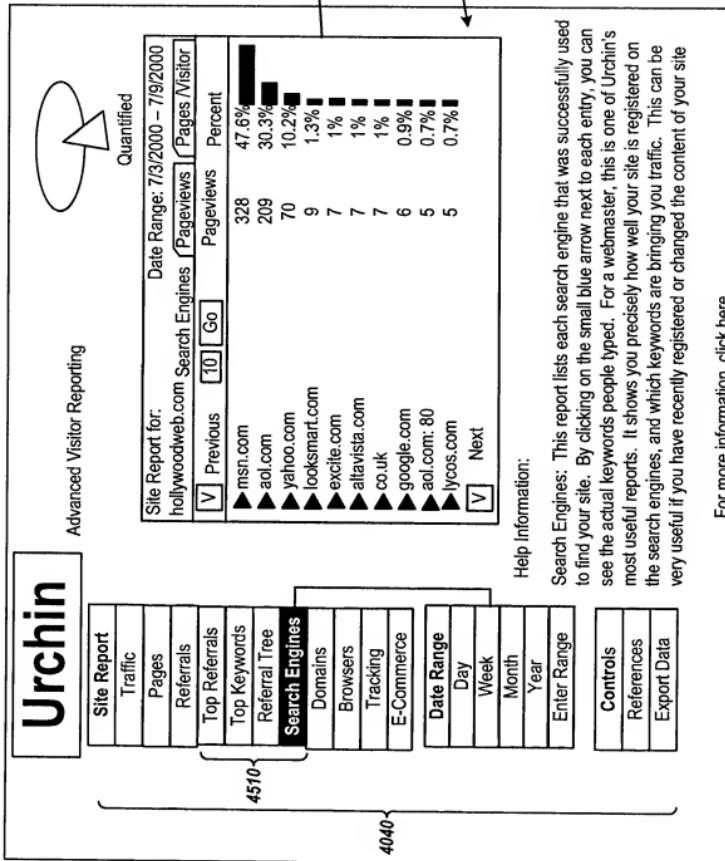


FIG. 32

Replacement Sheet

4000

4610

4040

4600

4600

Quantified

Advanced Visitor Reporting

Urchin

Site Report
Traffic
Pages
Referrals
Domains
Top Domains
Domain Tree
Top Countries
Browsers
Tracking
E-Commerce

Help Information:
Top Domains: This handy report shows you what networks your site visitors came from. Urchin can resolve most networks, but some will always be unresolved, meaning the network could not be identified. The information is very important for tailoring your website, as some visitors may have differently-abled browsers.

For more information, [click here](#).

Site Report for: hollywoodweb.com Top Domains Date Range: 7/3/2000 - 7/9/2000 Pageviews Pages/Visitor

V	Previous	10	Go	Pageviews	Percent
1.	aol.com	2,688	46%	220	3.8%
2.	webtv.net	197	3.4%	114	1.9%
3.	uu.net	112	1.9%	112	1.9%
4.	co.uk	74	1.3%	62	1.1%
5.	home.com	74	1.3%	62	1.1%
6.	inktomi.com	62	1.1%	50	0.9%
7.	ripe.net	42	0.7%	38	0.6%
8.	level3.net				
9.	wrs.nl				
10.	medialone.net				

V Next

Date Range
Year
Enter Range
Month
Day
Week

Controls
References
Export Data

FIG. 33

Urchin

Advanced Visitor Reporting

Site Report

Traffic

Pages

Referrals

Domains

Browsers

Browser Tree

Platform Tree

Top Combos

Tracking

E-Commerce

Help Information:

Date Range

Day

Week

Month

Year

Enter Range

Controls

References

Export Data

Quantified

Site Report for:

hollywoodweb.com

Browser Tree

Visitors

Pages/Visitor

Percent

Pageviews

3,141

86.3%

██████████

9.2%

██████

0.9%

████

0.7%

████

0.6%

████

0.5%

████

0.2%

████

0.2%

████

0.2%

████

0.2%

████

0.2%

████

0.2%

████

0.2%

████

0.2%

████

0.2%

████

0.2%

████

0.2%

4100

~4700

4000

4040

Browser Tree: This report lists the top browsers, such as Netscape Navigator and Microsoft Internet, that people used to visit your site. You will also see robots, such as those used by search engines to find website content, and other types of automated internet programs listed. By clicking the arrow next to each entry you can see the versions of each particular browser or agent.

For more information, click [here](#).

FIG. 34

Urchin

Advanced Visitor Reporting

Site Report

Traffic

Pages

Referrals

Domains

Browsers

Tracking

Top Entrances

Top Exits

Click Through

Depth of Visit

Length of Visit

Usernames

E-Commerce

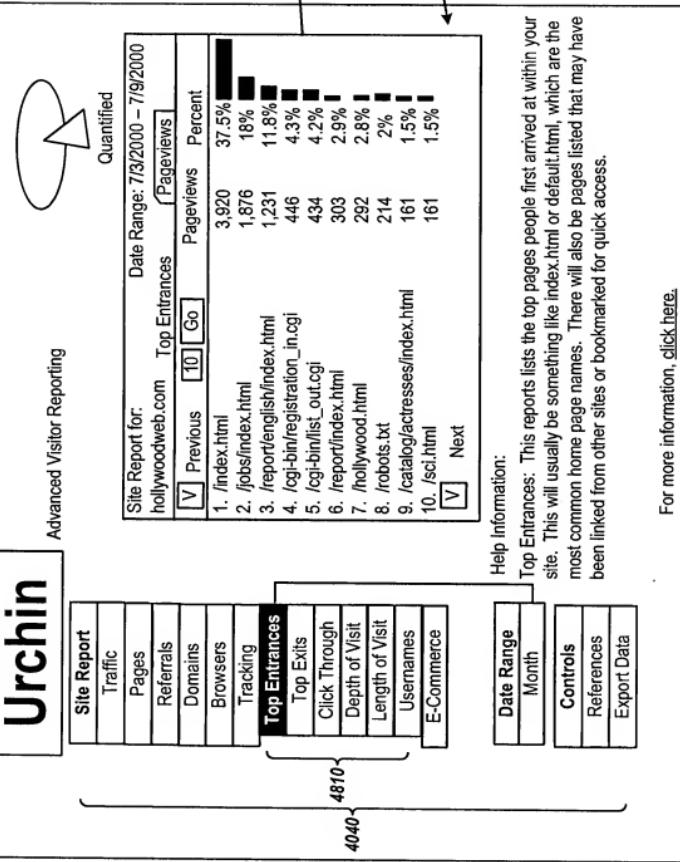


FIG. 35

Urchin

Advanced Visitor Reporting

Site Report

Traffic

Pages

Referrals

Domains

Browsers

Tracking

E-Commerce

Totals

Top Products

Product Tree

Regions

Top Stores

Date Range

Day

Week

Month

Year

Enter Range

Controls

References

Export Data

4000

Quantified

Site Report for:

hollywoodweb.com

Date Range: 7/1/2000 - 7/31/2000

Previous **10** Go

Top Products Dollars Percent

		Dollars	Percent
1.	Large Hats	\$2,688	46%
2.	Small Hats	\$220	3.8%
3.	Belt Buckles	\$197	3.4%
4.	Silver Buckles	\$114	1.9%
5.	Gold Buckles	\$112	1.9%
6.	Womens Jeans	\$74	1.3%
7.	Mens Jeans	\$62	1.1%
8.	Blue Shirts	\$50	0.9%
9.	Red Shirts	\$42	0.7%
10.	Bikinis	\$38	0.6%

Next

Help information:

Top Products: This report lists the top items sold on your website, along with the percent of total sales each represents, and a relative bar graph for quick visual indication. Along with each item in the list, the category (if applicable) for the item is listed.

For more information, [click here](#).

FIG. 36